

## Pre-Easter Presentation of \$10,000 Worth of Most Wanted RIBBONS Much Under-Price

We have been planning a delightful economy surprise for the thousands of women who require these bright Ribbons for Easter beauty-work. Are there sashes to provide for the girls? Here are exactly the ribbons desired. A wide sweeping bow for the hat? Here is every color known, in every style and width. All new, fresh, perfect, but radically below usual prices—though this is the time of all times when ribbons are most wanted. Read the tempting list:

**20c Taffeta Ribbon at 20c Yard.**  
All silk, 6 1/2 inches wide, full range of colorings and black and white.

**40c Moire Taffeta Ribbon at 28c Yard.**  
High lustrous finish; for sashes and millinery; 7 1/2 inches wide. All wanted colorings, including the new coral and king blue, also black.

**35c to 45c Dresden Ribbons at 25c Yard.**  
5 to 6 inch taffeta and satin warp printed ribbons, in dainty floral patterns.

**25c Dresden Ribbons at 18c Yard.**

4 1/2 to 5 1/2 inch; floral designs on white grounds.

**30c Persian Ribbons at 16c Yard.**

5 1/2 inches wide, especially suited for hat bows.

**28c Messaline Ribbons at 16c Yard.**

For children's hats and dress rosettes; 5 1/2 inches wide. The new colorings, black and white.

**25c Taffeta Ribbon at 16c Yard.**

All silk, heavy quality; high lustrous, with fancy edge in self color. 4 1/2 inches wide.

**25c Black Taffeta Ribbon, 25c Yard.**

Seven inches wide.

**Satin Taffeta Ribbon, 6c Yard.**

All silk, in self-color Jacquard designs; one inch wide. For children's hair and cap rosettes.

**15c Grosgrain Belt at 10c Yard.**

All silk, moire finish; 1 1/2 inches wide, in colors and black and white.

**35c Hair Bows at 25c.**

4 1/2 inches wide, to match the sashes above.

**Striped Taffeta Ribbons at 22c Yard.**

All silk, in black and white stripes; 5 1/2 inches wide.

**55c Sash Ribbons at 35c Yard.**

Jacquard figured, in self-color floral patterns; 6 1/2 inches wide.

**25c Black Moire Ribbon at 18c Yard.**

All silk moire taffeta ribbon, in lustrous moire finish; 5 1/2 inches wide.

**30c Black Satin Ribbon at 22c Yard.**

All silk black satin taffeta, 5 1/2 inches wide.

**Black Satin Taffeta Ribbon.**

For sashes and millinery. 5 1/2 inches, 28c yard; 6 1/2 inches, 31c yard.

**Black Satin Back Velvet Ribbons.**

For millinery and dress trimmings:

1 1/2 inch..... 15c 10 Yds. 2 1/2 inch..... 27c 10 Yds.

2 inch..... 18c 10 Yds. 3 inch..... 31c 10 Yds.

2 1/2 inch..... 22c 10 Yds. 3 1/2 inch..... 35c 10 Yds.

**Satin Dotted Wash Ribbons.**

For lingerie and children's dresses. Pink, blue and white:

Piece of 10 yards, No. 1..... 25c; regularly 38c

Piece of 10 yards, No. 2..... 35c; regularly 40c

Piece of 10 yards, No. 3..... 40c; regularly 45c

Piece of 10 yards, No. 4..... 45c; regularly 50c

Piece of 10 yards, No. 5..... 50c; regularly 55c

Bows and Rosettes by Expert Bow-makers without charge.

**New Drop Sparkle Chiffon Ribbon at 12c Yard.**

All colors; 5 1/2 inches wide.

**Fancy Shoe Tie Ribbons.**

In tan, brown, white and black; 1 1/2 inch wide, 7c yard; 1 1/2 inch wide, 10c yard.

**Hat Bows, \$1.25 to \$2.25 Each.**

In different styles; all wired.

**Hair Bands at 50c and \$1 Each.**

Of dew drop sparkle ribbon, in all colorings. Main Floor

**22c Ribbons at 14c Yard.**

All silk Persian Taffetas, moire satin stripes and Jacquard ribbons, 4 to 5 1/2 inches wide.

**20c Taffeta Ribbons at 16c Yard.**

All silk, in black-and-white stripes; 5 1/2 inches wide.

**25c Taffeta Ribbons at 16c Yard.**

All silk plain and taffeta ribbons; 5 1/2 inches wide.

**30c Black Satin Ribbons at 22c Yard.**

Black satin taffeta, high lustrous finish; 5 1/2 inches wide.

**40c Moire and Satin Ribbons at 22c Yard.**

In stripes, Dresden warp printings, moire and plain taffeta; 5 1/2 to 6 1/2 in. wide; all colorings, also black and white.

**Satin Baby Ribbon, 5c a Piece.**

All silk, in all colorings; for tying up Easter boxes. Piece of 10 yards; 5c; regularly 8c.

**Lingerie Ribbons.**

In pink, blue, lilac and white; fancy zigzag weave:

No. 1, a piece..... 10c No. 3, a piece..... 25c

No. 1 1/2, a piece..... 14c No. 5, a piece..... 35c

No. 2, a piece..... 14c No. 6, a piece..... 35c

**Grosgrain Shoe Tie Ribbon, 1 1/2 in., 7c; 1 1/2 in., 10c;**

in tan, brown, white and black.

All Bows Tied Free of Charge. Subway, Balcony

## Smart Spring Clothing for Boys

The boys should have their new suits tomorrow, to have a full season's wear out of them. The Gimbel stocks will delight parents and please the boys. Excellent fabrics, good workmanship, correct styles, unusual variety, and quite moderate prices.

**Youths' Long-Trouser Suits at \$12.50**

Sizes for 15 to 22 years; chest measure, 31 to 38 inches. A splendid assortment of all-wool materials, in new mixtures. New spring models, \$12.50.

**Boys' All-Wool Suits at \$7.50**

With extra pair of knickerbockers.

High grade suits of all-wool fabrics, in many new Spring colorings, also fine blue serge suits; all with two pairs of full-cut, full-lined knickerbocker trousers. Coats are double-breasted, in sizes 9 to 18 years, or pleated-yoke Norfolk suits, in sizes 7 to 15 years. \$7.50 a suit.

**Boys' Knickerbocker Suits at \$10**

With plain, double-breasted coats; sizes 10 to 18 years, or pleated-yoke Norfolk suits; sizes from 7 to 15 years. New fabrics, in many different styles. Some of these suits also have two pairs of knickerbocker trousers. \$10 a suit.

**Boys' All-Wool Suits at \$5**

With extra pair of knickerbockers. Stylishly cut, thoroughly well-tailored; in new gray and tan mixtures, double-breasted coats, sizes for 9 to 18 years, pleated Norfolk suits, sizes 7 to 15 years. Each suit has two pairs of full-cut knickerbockers.

**Boys' Blue Serge Suits**

Strictly all-wool, fast color, blue serge are used in making these suits. Tailoring carefully done; suits beautifully finished. Knickerbocker trousers, full-lined, Yoke Norfolk, 7 to 15 years, and plain double-breasted, 10 to 18 years. Prices range from \$5 to \$20 a suit.

**Boys' Russian and Sailor Suits**

Many new models for style fellows 12 to 15 years of age. A most appealing assortment to select from, at \$5 to \$15 a suit.



Boys' Spring Reefers

A most attractive variety, including fancy mixtures and many novelties; sizes 2 1/2 to 10 years. \$3.75 to \$10 each.

Boys' Spring Overcoats

Smartly-cut, new Spring models, in a variety of handsome fabrics. Sizes for 9 to 18 years. \$5.50 to \$15 each. Fourth Floor.

## The Famous "Heatherbloom" Petticoats, 60c

Extraordinary! 6,000 Petticoats, each with the "HEATHERBLOOM" label—an offering that will delight every woman who reads the news, especially just before Easter.

In a smart style, like the picture: pleated flounce, with 6-inch accordion-pleated ruffle at bottom. In this remarkable range of colors: Red, brown, blue, wistaria, light blue, Nile, tan, gray, purple, reseda—no blacks.

Only an unusually favorable purchase by a petticoat maker from the manufacturers of "Heatherbloom" makes this extremely low price possible. The material alone, at retail, would cost you 75c—tomorrow the whole stylish petticoat at 60c. Plenty of them. Mail and C. O. D. orders gladly filled.

Subway Store, Balcony

## Rosaries, 65¢ & 75¢

A special pre-Easter offering at the lowest price, yet recorded.

Rosaries in fine imitation cut stones; amethyst, crystal, pearl, moonstone, sapphire, ruby, garnet, topaz, emerald and jet, mounted on gold-filled chains, with gold-filled hearts and crosses, and warranted to wear 5 years.

Each Rosary in handsome leatherette presentation box, lined—a beautiful Easter gift.

Full assortment of Roman Catholic Prayer Books. Book Store, 4th Floor

## Dress Shields and Notions

Sundries of specially good grades at specially low prices:

"Burdock" Dress Shields, Dress and Shirt-waist Shields, sizes 2, 3 and 4; 3 pairs for 25c.

Japanese Silk Shields, 15c pair.

Lace Edge Shirt-waist Shields, 15c pair.

Collar Supporters, 3 cards for 10c.

Horn Hairpins, three 10c boxes, 25c.

"Grip-fast" Elastic Shirt-waist Belts, regularly 15c each; tomorrow, 2 for 25c.

Self-Adjusting Hair Hair Nets, regularly 15c each; tomorrow, 2 for 25c.

Shoulder Braces, very durable, sizes for men, women and children, 25c each.

Shirt-waist Buffers, lace trimmed and dainty embroidery, some with ribbon trimmings, 25c, 50c and up to \$1.25.

4th Floor

## Men's Easter Neckwear

If ever a man indulges in a new Necktie, this is the psychological moment. And here is a stock of Spring Neckwear that will not only fit in with any idea he may have, but suggest dozens of new ones. It is a remarkably attractive collection. Quite new are:

**Tubular Four-in-Hands at 50c**

Reversible; in 14 fine Spring shades; thin neckbands and interlining woven into the tie to hold its shape. A patent device that men will like. "Petite" Four-in-Hands, narrow, but long; tying into a small, tight knot; in cross-stripe, plain color or smart novelties, at 35c.

A wonderful array of new Silk Neckwear in Spring colors and designs, at \$1 French Knitted Ties, in two-toned mixed effects, extremely handsome, \$1

Accordion-knitted Neckties, from America, England and France, in a remarkable selection of the new styles, plain or with fancy cross-stripes, in every conceivable color or color-combination, at \$1 to \$3.

Main Floor

## Little Folks' Coats at \$3.90

Charming little Coats—a maker's samples, in pretty models of checked and plain cloth, pongee in natural color, green or blue, also plain white serges; sizes 2 to 4 years, in one style or another.

**Children's \$3 Straw Hats at \$2**

Jaunty Spring Hats, of fine Milan Straw, prettily trimmed with ribbon and flowers. Second Floor

## Shoes That Are RIGHT for Children to Wear

Parents who already know the Gimbel Shoe Store are enthusiastic over the special care it gives to providing proper shoes for children.

The splendid service is due to the shoes being PLANNED right, by experts, in the first place; MADE right, in the second, and FITTED right, in the third. Experienced salespeople take care of this last point.

The result is shoes that have style and wearing quality, and that support and fit the foot properly—and, at the same time, are conservatively priced.

Here are some of the new shoes, in Spring styles, that conform to these qualifications:

Children's Broad Toed School and Walking Shoes, of tan or gun-metal calf, or Vici kid, with welted soles, button, sizes 5 to 11 at \$2; 11 1/2 to 2, at \$2.50, and \$3 to 6, at \$3.

Children's Gun-metal Calf Blucher Lace and Cloth-top Patent Leather Blucher shoes, welted soles, sizes 5 to 11, at \$2; 11 1/2 to 2, at \$2.50.

**Women's \$5 Pumps at \$3.25**

Smart last, in a good Spring weight, with welted soles and flat bows, high Cuban heels and short pumps, in tan Russian calf, gun-metal, black and white suede, and patent leather.

Second Floor

## Classic Music at Low Prices

Teachers will recognize at a glance the comprehensive character of this collection of piano and vocal classics which we offer in carefully selected albums at extremely low prices. They include many selections especially appropriate for graduating exercises.

**Famous Compositions, Volumes I and II, including Beethoven, Chopin, Grieg, Paderewski, Rubinstein, Wagner, etc., 28c.**

**Paderewski Concert Album, for the piano, 28c.**

**Classics for the Young, 28c**

**Ethelbert Nevin's Masterpieces**

"Un Giorno in Venezia" (A Day in Venice); Suite Bonaparte; Dawn; The Gondoliers; Venetian Love Song; "Good Night"; at the specially low price of 20c.

**American Successes—Universal favorites for over 25 years; three volumes, each, 30c.**

**Favorite Folio of First and Second Grade Piano Pieces, 28c.**

**Songs of Bygone Days, 28c.**

**Beethoven Sonatas, 4 volumes, 70c.**

**Chopin, Waltzes, (complete), 20c.**

**Chopin, Nocturnes, 25c.**

**Mendelssohn's Songs Without Words, 40c.**

**Mozart, Sonatas (complete), 90c.**

**Schumann, Album for the Young, 28c.**

**Charmade, Album, 28c.**

**Schubert, Album of Piano Compositions, 40c.**

**Sonata Album, 35c.**

BROADWAY NEW YORK THIRTY-THIRD ST.

## Gimbel Subway Store News

You Will Want Several of These Wash Dresses At \$1, \$1.15 and \$1.50



The illustration shows five striking styles. We have as many more, sizes 6 to 14 years. The materials are fine gingham and percales, in the season's best patterns, all fast colors. The workmanship is first class. They have deep hems, Dutch necks and kimono sleeves.

**Misses' Suits at \$5.00—Of good quality, blue or black striped worsted; coat 20 ins. lined with guaranteed satin; skirt with panel back and front and inverted pleats; sizes 14, 16 and 18.**

Subway Store, Balcony

## \$10, \$12 and \$13.50 Coats, \$8.75

Another lot fully as good as those that sold so quickly a few weeks back.

Full length Coats, like the illustration, of navy, black and tan serge, with long roll or sailor collar, inlaid with black satin. All sizes. Good looking, good wearing Coats, intended to sell at \$10, \$12 and \$13.50, for \$8.75.

**Raincoats at \$2.95**

Wonderfully good Coats. Fully as well made as \$6 and even higher priced coats.

You are bound to like this Rubber Coat, with its plaid back fabric and swell style, only \$2.95.

Subway Store, Balcony

## Handkerchiefs

Handkerchiefs at 8c each; if perfect would be 12 1/2c to 45c. A great variety, embroidered with initials and other designs, all linen and shamrock.

6 Handkerchiefs for 40c, for men; regularly 50c and 75c; several styles of initials; neatly boxed.

6 Handkerchiefs for 20c; regularly 35c; sheer quality, open work, black initials.

Handkerchiefs at 5c each, for men or women.

A variety of styles, including colored borders and centers, as well as crossbar. Also white and colored initial Handkerchiefs in many colors, also mourning handkerchiefs, if perfect, would be 9c to 15c.

Handkerchiefs at 3c each, for men and women; a good hemstitched Handkerchief. Also children's all-linen Handkerchiefs; if perfect would be 5c to 6c each.

Subway Store, Balcony

## Shoes at Big Savings

Men's \$3 and \$3.50 Shoes at \$2.25—High and low cuts, Goodyear welts, and all Spring models; tan, calfskin, gun-metal and patent colt; all sizes. Taken from our regular stock and reduced.

**Women's \$2.75 Shoes, \$1.95; of kid, calf and patent leather; a variety of styles and all sizes; Goodyear welted soles.**

**Misses' \$2 Shoes, \$1.25—High cut button style, with attached cuffs; calf, kid and patent leather; all sizes up to 7.**

**Child's Underwear, 20c**

Vests are high neck with short sleeves; drawers, knee length; some have light imperfections. \$20 to \$34; Drawers, \$20 to \$30. If perfect the be \$25 and 35c.

Subway Store

## This \$2 Batiste Waist at 95c



True Batiste in the purchase; much finer than the illustration.

The waist is soft and trim, with modish embroidery in good shades of coral, turquoise and lavender.

The waist is also tucked and fine imitation clasp brooch inset; high and low neck models.

We advise early selection. \$2 Waist, 95c.

Subway Store, Balcony

## Men's \$1 to \$1.50 Shirts 75¢

A remarkable offering, for not only are the materials of fine quality, but the patterns and colorings are exceptionally good. New Spring patterns, in percales and woven madras; also a good number of plain White Pleated Shirts in the lot. Coat and regular styles. Attached or detached cuffs. Sizes 14 to 17. Regular \$1 to \$1.50 Shirts, 75c.

Subway Store, Balcony

**Hand Bags at \$1**

The very latest styles. Of satin, in a variety of shapes and sizes, with silver, gilt or gun-metal frames; long silk cord handles, fitted with inside coin purse; black and colors, at \$1.

Subway Store, Balcony

**\$10.75 Dinner Sets \$7.75**

100 pieces English Porcelain, including 3 meat dishes, large soup tureen and 12 thin-blown tumblers, engraved with an old English initial, making a full service for 12 people. Complete, at \$7.75.

Subway Store, Lower Floor

## \$4 Gas Domes, \$2.95